

# Aura Music Festival 2025 | Rave Pop-Up Store by PARACOSMIC

DATE: Saturday, November 1, 2025  
LOCATION: Northcote, Victoria, AU

## Event Description

Aura Music Festival 2025 | Rave Pop-Up Store by PARACOSMIC is a premier festivals event in Northcote. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** festivals

**Importance Rank:** 41/100

**Expected Attendance:** 344 people

**Event ID:** ASWwsfiM2JeFBdsRRf

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 138 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*